

NEW YORK STATE ASSOCIATION OF WHOLESALE MARKETERS AND DISTRIBUTORS

211 East 43rd Street • Suite 1101 • New York, New York 10017-4707

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March 20, 1996

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Mr. Mark Young
R.J. Reynolds Tobacco USA
400 Raritan Center Pkwy.
Edison, NJ 08837

Dear Mr. Young:

The NYSAWMD will convene its annual "Day In Albany," on April 23 & 24, 1996, at the Omni Albany Hotel, in Albany. We will continue our program as we have in the past, this includes:

A reception on Tuesday, April 23th, for the New York State Legislators, their counsel, industry lobbyists, company representatives and distributors.

On Wednesday, April 24th, we will host a briefing breakfast, for our members, industry lobbyists and key legislators.

After the breakfast distributors will call upon their representatives and present yours and our side of legislative issues that impact upon our industry.

In previous years your company has been very supportive, in contributing towards the necessary and much appreciated funding. The NYSAWMD pays for the traveling and overnight lodging for our members. We also sponsor a legislative cocktail party and breakfast that is very beautiful, but costly. Without your financial help, we cannot conduct this necessary and successful event.

We must continuously educate the legislators and other officials whose decisions and policies greatly impact our industry. The "Day In Albany," serves a dual purpose, it introduces or reacquaints the elected representatives with our member constituents and it also demonstrates our cohesiveness on the issues of taxation and restrictions on the sale of products you manufacture and we distribute. As a direct result of the excessive restrictions, and New York State's unwise tax policies, we are faced with negative affects on your business, as well as ours. This year, the negative impact of these policies is abundantly clear, and alternative ideas need to be forcefully presented.

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"Day in Albany"

At our 1995 event over 95 legislatives attended. As part of our program, we present the legislators with a large bucket filled with the products you manufacture and we distribute. Those legislators who could not attend we visit their offices the following morning and distribute a bucket or two.

The distributors appreciate your contribution of product that is suitable.

Please send products to: Standard-Rosenbaum, Inc.
Route 9 Old Louden Road
Latham, NY 12110

Clearly mark for NYSAWMD

Please notify this office as to the particulars. For monetary contributions to defray our costs please mail to our office at:

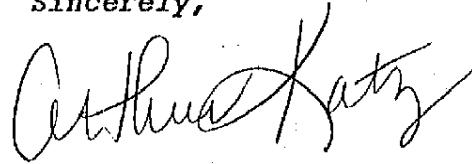
NYSAWMD, INC.
211 East 43rd St., Ste. 1101
New York, NY 10017

As always we are very grateful to you for your support and cooperation.

Once more, we urgently request your assistance.

Attendance form enclosed.

Sincerely,



Arthur H. Katz
Executive Director

Encl.

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"DAY IN ALBANY"

APRIL 23, 24, 1996

The dates for the event are Tuesday, April 23 and Wednesday, April 24, 1996. You are cordially invited to attend.

The schedule of events, which will take place at the Omni Albany Hotel, located at State & Lodge Sts., is as follows:

Reception . . . 6PM Tuesday, April 23, 1996

Breakfast Briefing . . . 8AM Wednesday, April 24, 1996

Please assist us in our planning by checking the function(s) you will attend and submitting the form as soon as possible or by telephoning our office at (212) 682-3576.

Will attend the above events.

NAME

RETURN TO: NYSAWMD
211 EAST 43RD STREET
SUITE 1101
NEW YORK, NY 10017

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